

# 2007 PROGRESS REPORT



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*"Leaders across the nation are keeping a close eye on ConnectKentucky's remarkable progress. I commend the program for its innovative approach to expanding access and use of broadband, especially in rural areas."*

**Commissioner Rachelle Chong**  
California Public Utilities Commission and  
former Federal Communications Commissioner

*"It's just incredible to see what ConnectKentucky has accomplished. I think it's a great template."*

**Commissioner Deborah Taylor Tate**  
Federal Communications Commission

## CONNECTKENTUCKY'S MISSION

ConnectKentucky helps Kentuckians use technology as a means to achieve personal transformation. Our work improves the lives of people who were once left behind; renews hope for rural communities; increases the number of high-tech companies and jobs; and nurtures an environment for lifetime learning, improved healthcare, and superior quality of life.

ConnectKentucky is leading a technology revolution that is altering the landscape of opportunity across the Bluegrass. But the revolution is only the beginning! The best opportunities and biggest benefits are yet to be realized. ConnectKentucky is focused on the future, while keeping the traditions that made our communities strong.

By leveraging the latest in technology and networking, ConnectKentucky is ensuring Kentucky remains the place of choice to live, work, and raise a family. ConnectKentucky's mission is to accelerate the growth of technology in support of community and economic development, improve healthcare, enhance education, and promote more effective government.



## KENTUCKY'S *PRESCRIPTION FOR INNOVATION*

The *Prescription for Innovation* is Kentucky's comprehensive plan to accelerate technology growth, particularly in the areas of broadband service and technology use. The initiative has four key goals for expanding technology in the Commonwealth:

- Full broadband coverage by the end of 2007;
- Dramatically improved use of computers and the Internet by all Kentuckians;
- A meaningful online presence for all Kentucky communities; and
- eCommunity Leadership Teams in every county that bring local leaders together to plan technology growth strategies for every sector of the community.

Since Governor Ernie Fletcher launched the *Prescription for Innovation* in late 2004, the availability and use of broadband across Kentucky has increased 50 percent. Approximately 500,000 previously unserved Kentucky households can now access broadband as private investment in telecommunications infrastructure has reached an unprecedented level. This represents an increase of more than 1.2 million additional Kentucky residents gaining broadband service since January 2004. Currently, more than 90 percent of Kentucky homes can access broadband, and ConnectKentucky expects every household to be capable of accessing high-speed Internet by the end of 2007. Every county in Kentucky has established a nine-sector technology growth plan through their eCommunity Leadership Teams. Moreover, the rate of Kentucky's high-tech job growth is outpacing the national average.

# CONNECTKENTUCKY BY THE NUMBERS

ConnectKentucky has been recognized as a national leader by: the General Accountability Office of Congress, the White House Office of Technology, US Economic Development Administration, Federal Communications Commission, Appalachian Regional Commission, USDA Rural Utilities Service, Congressional Research Service, Center for Digital Government, Southern Growth Policies Board, Communications Workers of America, Rural Telecommunications Congress, and numerous states across the nation. Through the work of ConnectKentucky and its partners, the *Prescription for Innovation* has led to the following successes during the last two years:

<i>Prescription for Innovation</i>
<i>Prescription for Innovation</i>



*"ConnectKentucky will not only enable world-class technology for its citizens and businesses, but individuals and companies around the globe will come to recognize Kentucky as a center for technological and economic prosperity."*

**Governor Ernie Fletcher**  
Commonwealth of Kentucky



*"In any instance when the public and private sectors join forces to advance technology, success follows. ConnectKentucky is a wonderful example of such success. Guided by a strong vision and excellent leadership, ConnectKentucky is an innovative model of a public/private partnership realizing impressive results. I commend the efforts of ConnectKentucky and look forward to seeing its impact on technology in Kentucky and beyond."*

**Rick Herrmann**

*Manager, Strategic Public Sector Initiatives  
Intel Corporation*





Apple Computer Inc.

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COMPUTER  
SERVICES, INC.



Department of  
Innovation and  
Commercialization



**HUMANA**  
*Guidance where you need it most*



**Kentucky.gov**



**Lane Report**

**LEXMARK**

**Microsoft**



**NKU** NORTHERN  
KENTUCKY  
UNIVERSITY

**NORTEL**



**SouthEast Telephone**

**UK** UNIVERSITY OF KENTUCKY



## IT'S NO SECRET. WHEN CONNECTKENTUCKY'S PARTNERS GET INVOLVED, GOOD THINGS HAPPEN.

ConnectKentucky partners with the Commonwealth's most cutting-edge and visionary business leaders and thinkers.

Together, we have pursued Kentucky's *Prescription for Innovation* and are pioneering new ways of expanding technology and creating economic opportunity. Together, we have made Kentucky number one in the nation for technology expansion.

## NO CHILD LEFT OFFLINE<sup>SM</sup>

No Child Left Offline is a program that leverages technology for the benefit of disenfranchised children. By extending the reach of public/private partnerships, No Child Left Offline has been able to positively impact the future of children who face economic challenges and struggle with behavioral disorders and other issues.



No Child Left Offline has facilitated cooperation among private partners, corporate foundations, and state government to place computers and printers into the homes and schools of underprivileged and disadvantaged children and families. No Child Left Offline is meeting the challenge of including these citizens in the digital divide age through creative public/private partnerships.

No Child Left Offline is an important component of Kentucky's *Prescription for Innovation*. By addressing need and demand at the middle school level, Kentucky is leapfrogging current standings related to technology adoption and tech-based economic development. Governor Fletcher has stated numerous times, "The future of our economy depends on our success and we owe it to our children to deliver."





*"There truly wouldn't be enough time in the day for me to express my genuine appreciation to the program. Without No Child Left Offline, so many of the families and children in Kentucky would be lost in the shuffle of technology. So once again I would like to express a special Thank You to everyone involved in the No Child Left Offline program."*

**Connie Blevins**

Parent of Erica Blevins, a NCLO recipient  
Paintsville, KY

**Microsoft®**

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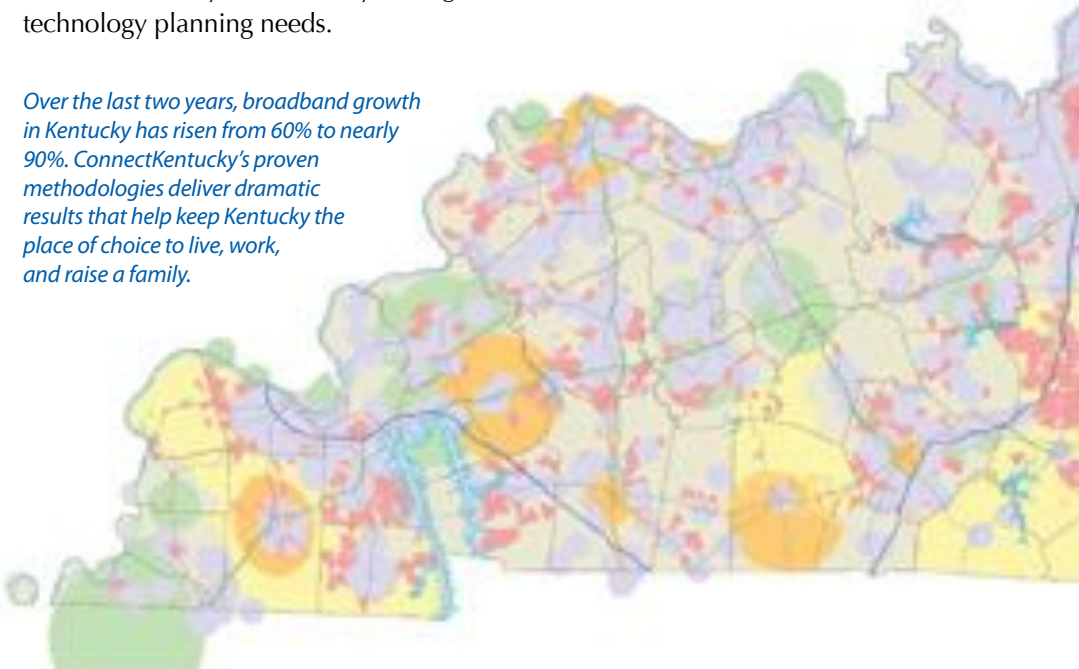
## eCOMMUNITY STRATEGIES

Each of Kentucky's eCommunity Leadership Teams has completed the Strategic Technology Plan for their respective counties. The reports are a milestone in that each Kentucky county now has a tactical plan to address its own challenges related to technology growth. Each Kentucky resident stands to benefit from the eCommunity Leadership Teams' hard work.







eCommunity Strategies is the project based business division of ConnectKentucky implementing the phase II projects outlined in each county's Strategic Technology Plan. eCommunity Strategies provides technology consulting to communities across the Commonwealth through the team of technology experts available through ConnectKentucky.

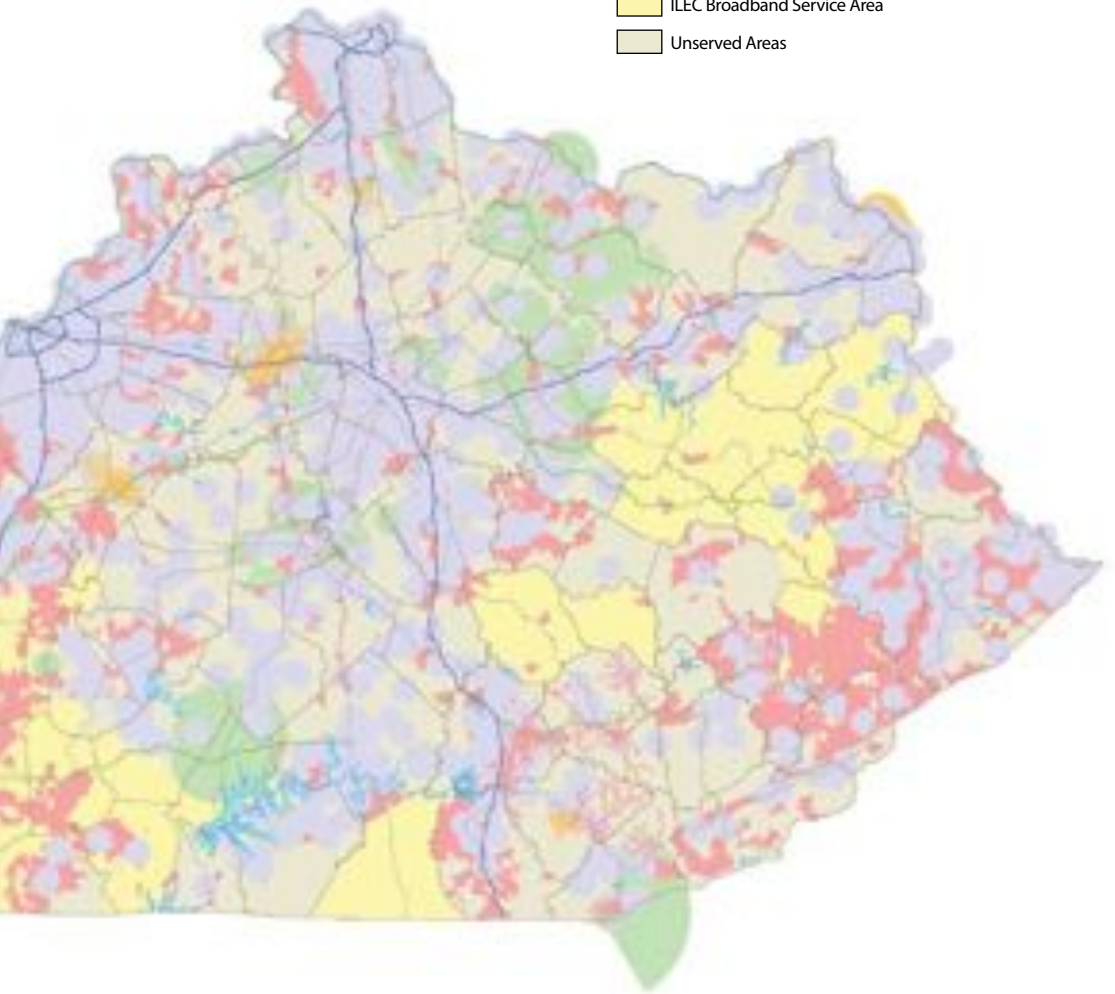
What this means for you: Kentucky communities can continue to engage ConnectKentucky eCommunity Strategies as the trusted resource for all local technology planning needs.

*Over the last two years, broadband growth in Kentucky has risen from 60% to nearly 90%. ConnectKentucky's proven methodologies deliver dramatic results that help keep Kentucky the place of choice to live, work, and raise a family.*



***Broadband Data Collection for  
the Commonwealth of Kentucky***

-  Municipal Broadband Service Area
-  LEC Broadband Service Area
-  Cable Broadband Service Area
-  Wireless Broadband Service Area
-  ILEC Broadband Service Area
-  Unserved Areas



## ACKNOWLEDGEMENTS

**Committing to a plan that gives life to a vision can change history.** ConnectKentucky demonstrates how effective partnerships can enable technological and economic progress of historic proportion. Please consider joining ConnectKentucky as we help shape the future of the Commonwealth and the nation.

ConnectKentucky wishes to thank each of its partners for their leadership and devotion; its co-chairs, John R. Hall and W. James Host, for their guidance and spirited efforts for Kentucky; its president & CEO, Brian Mefford, for his vision and dedication; and the ConnectKentucky staff for their determination. A special thanks to all ConnectKentucky staff members who contributed to this progress report, especially Dr. Mark McElroy, Kristyn Hall, Jennifer Milburn, Sara Shipley Hiles, Laura Taylor, and Wes Kerr.

ConnectKentucky also wishes to thank Cheryl Beckley, WKYU-PBS at Western Kentucky University, Eric Kyle and Jason Kyle of Red Pixel Studios, and Andrew Richardson of Lucidity Research Inc. for their contributions to this report.



QUESTIONS?

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